

THE PIONEER BROADCASTING SYSTEM

WCSR - Smith College
WAMF - Amherst College
WMUA - University of Massachusetts

LOCAL ADVERTISING RATES				February, 1950	
	1 period	5 periods	16 periods	48 periods	80 periods
1 hr.	\$25.00	\$23.75	\$20.00	\$17.50	\$15.00
$\frac{1}{2}$ hr.	18.00	17.10	14.40	12.60	10.80
$\frac{1}{4}$ hr.	14.00	13.30	11.20	9.80	8.40
5 min.	5.00	4.75	4.00	4.00	4.00
spot	3.00	2.85	2.50	2.50	2.50

The above rates are for P. B. S. time and line charges. They include studio facilities and engineers, staff announcers, copy service, and network facilities. Special lines, programs, or talent charges are extra, when needed. For special details contact a station or network representative.

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5 periods - Once a day for a week
16 periods - Once a week for a term
48 periods - Three times a week for a term
80 periods - Five times a week for a term
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Frequency discounts are calculated on the following basis:

5 periods - 5% off
16 periods - 20% off
48 periods - 30% off
80 periods - 40% off

P. B. S.

The Pioneer Broadcasting System

Walker Hall
Amherst, Mass.

